

**Edina Arts and Culture Commission Meeting
Meeting Minutes
City of Edina, Minnesota
Edina City Hall Community Room
August 22, 2013
4:30 P.M.**

I. Call to Order

Mr. Bouassida called the meeting to order at 4:37 p.m.

II. Roll Call

Commissioners Present: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, and Colin Nelson.

Commissioners Absent: Kitty O'Dea, Paul Peterson, Thomas Raeuchle and John Swon.

Staff Present: Michael Frey, General Manager, Edina Art Center.

Community Members Present: Naomi Griffith.

III. Approval of Meeting Agenda

Chair Bouassida noted the meeting agenda had been circulated and asked if there were requests for additions or changes. No additions to the agenda voiced. The agenda as stated is approved and will be followed.

IV. Adoption of Consent Agenda

- A. Approval of the Regular Meeting Minutes of July 25, 2013**
- B. Edina Film Festival Report**
- C. Music in Edina Group Report**
- D. Public Art Committee Report**
- E. Art Center General Manager Monthly Report – August 2013**

Chair Bouassida asked if there were changes or corrections to the minutes of the Regular Meeting of July 25, 2013. No changes voiced.

Motion by Commissioner La Valleur and seconded by Commissioner Nelson that the Arts and Culture Commission approve the Consent Agenda as presented.

Ayes: Hafeed Bouassida, Kandace Ellis, Dana Lappin, Barbara La Valleur, Ray Meifert, and Colin Nelson. Motion carried.

V. Community Comment

Naomi Griffith referenced an article in the newest edition of *Mpls St. Paul Magazine* that she believed would benefit the Commission.

Chair Bouassida noted that many Commissioners have copies of the magazine at their homes and recommended that they read the article.

VI. Reports/Recommendations

A. 2014 Arts and Culture Commission Work Plan

Chair Bouassida stated that at the last meeting it was discussed that the City expects the Commission to present a Work Plan for 2014, which needs to outline the short-term and long-term goals of the Commission, including financial figures.

Mr. Frey referenced the Work Plan form that was included in the Commission packet sent by US Mail in June 2013, which needs to be filled in and submit to City staff by September 14th, noting that the document would then be reviewed by the City Council at a Worksession on October 1st. He stated that the Chair and Staff Liaison for each Commission will attend the Worksession with City Council to present their Work Plan for the upcoming year.

Chair Bouassida stated that the Commission is under the gun, as this document needs to be ready within approximately two weeks. He stated that because the Commission is so new there are limited activities that the Commission has ongoing.

Commissioner Nelson discussed an increase regarding literature and noted that item would need to be included on a funding list but did not believe the item would need a separate working group.

Mr. Frey noted that he and Chair Bouassida presented the 2013 Work Plan to the City Council the previous year. He passed the 2013 Work Plan to Commissioners to give them a better idea of the format and type of information that would need to be included.

Commissioner La Valleur questioned if this process would include budgeting or simply ideas.

Mr. Frey stated that there is a space listed on the document for a budget amount. He noted that the previous year the Public Art Committee had asked for \$20,000 on the Work Plan. Council approved \$10,000.

Commissioner La Valleur referenced vandalism acts within the City that recently occurred and questioned if lighting for the sculpture area could be included.

Chair Bouassida confirmed that each Commissioner should be listing their initiatives in the appropriate part of the Work Plan and advised that the request will then go before the City Council and they will make the decision on whether the item would be funded. He confirmed that Commissioner Peterson should be contacted to provide an approximate budget for the Music in Edina item. He also believed that Commissioner Swon should be contacted in regard to the Edina Film Festival item. He stated that Mr. Frey and the Art Center are on a different budget cycle process and asked for additional information.

Mr. Frey stated that the City is starting to work on budgets in a different cycle. He explained that during this process he planned the Art Center budget for 2014-2015 and advised that the process began in March and all information had to be submitted by July 8th. He advised that the Art Center budget is set on a two-year cycle while the Work Plan is something required on an annual basis.

Chair Bouassida stated that he would work with Mr. Frey to combine the efforts and not ask for duplicate efforts.

Mr. Frey agreed with Commissioner Nelson that expanding the literature efforts would be a good item to include on the Plan.

Commissioner Ellis questioned if the efforts would be focused on adults or children as well. She referenced a children's course she was aware of that is heavily attended and believed there could be benefit to opening a program geared towards children as well.

Commissioner Nelson confirmed that any additions should be returned to Mr. Frey within one week.

Commissioner Meifert discussed the possibility of creating a Theater Group, noting the benefit that could be provided and that it could also tie in with The Author's Studio.

Mr. Frey stated that the Work Plan includes only few lines for a title. He asked that Commissioners include a brief synopsis as he and Chair Bouassida will present the information to Council and need to have additional details. He stated that Edina has had a community theater program previously and noted that it may be beneficial to speak to members of the public that were involved or had past experience.

B. Arts and Culture Commission Working Groups

Chair Bouassida discussed the Working Groups and whether additional groups would be necessary. He advised that the Working Groups should be composed of several Commissioners, but not more than a quorum, with additional members from outside of the Commission.

Commissioner Lappin noted that Commissioner Swon will be leaving the Commission at the end of the year and the Edina Film Festival will need to be discussed.

Mr. Frey noted the connection between the Art Center and the Film Festival. He provided clarification as to the difference between the Commission, a Working Group and a Committee.

It was the consensus of the Commission that the Film Festival would remain as a Working Group at this time.

Chair Bouassida stated that it would also be beneficial to continue the Art Center Working Group and noted that in the future that group could be transformed more globally into a 'Friends of the Arts' Working Group. He confirmed the

formation of a Marketing Promotion and Fundraising Working Group and that Mr. Frey and possibly Commissioner O'Dea could be on that group.

Commissioner Meifert provided a recap of the efforts discussed including the different Working Groups.

Mr. Frey suggested that the Art Center Working Group be titled Friends of the Arts rather than the Edina Art Center.

Commissioner Ellis stated that many of the Working Groups seem appealing and questioned the level of involvement each Commissioner should have.

Chair Bouassida stated that each Commissioner should Chair only one Working Group but advised that one Commissioner could Chair one Working Group and become a member of another Working Group. He stated that the first step would be to develop the Working Groups and the intent of each group and at the next meeting it could be decided who would best fit for each group.

Commissioner Meifert discussed the possibility of a Dance Working Group and noted that he could speak with his wife to gather additional information and contacts. He confirmed that he would also provide information on the Theater Working Group.

Chair Bouassida reviewed each of the Working Groups and the Commissioners that would be working on each item.

VII. Correspondence and Petitions

Chair Bouassida asked if there was any correspondence or petitions. None voiced.

VIII. Chair and Commissioners Comments

Commissioner Lappin referenced the September meeting date.

Mr. Frey stated that the regularly scheduled September meeting falls on the same date as the Juried Show. He asked for input from the Commission.

Commissioner Meifert stated that perhaps the Commission should be required to attend the Juried Show rather than holding a September meeting.

Commissioner Lappin stated that it used to be a requirement of the Board that the Board/Commission Members be greeters at the Juried Show.

Commissioner La Vallée confirmed that the Juried Show would begin at 5:00 p.m. and suggested that the regular September Commission meeting be held at 4:00 p.m. at the Art Center, so that business could be taken care of quickly and Commissioners can attend the Juried Show.

Commissioner Lappin stated that would be a long time between meetings if no meeting was held.

Mr. Frey noted that the November and December meetings will need to be rescheduled because of holidays and stated that usually one meeting is canceled during the year.

Chair Bouassida stated that the options would be to cancel the meeting or to hold the meeting at 4:00 p.m. at the Art Center.

Commissioner Lappin stated that she would prefer to hold a meeting at the Art Center in September and then cancel the November meeting if necessary.

It was the consensus of the Commission to hold the September meeting at 4:00 p.m. at the Edina Art Center.

Mr. Frey noted that he would handle the change in time and location for the public notice.

Commissioner La Vallée referenced the Grandview location for a possible center for the arts and noted the location is in a strong discussion with the City Council at this time and questioned whether the Commission should be commenting. She stated that other interests and requests are being heard.

Chair Bouassida stated that he is aware of what is going on and acknowledged that this is one of the pains of being a new Commission; to determine the place the Commission has and what is expected or reasonable for the Commission. He stated that somehow he believes the Commission should connect with the City Council and advised that Commissioner Raeuchle will attend the meetings on behalf of the Commission.

Mr. Frey referenced the meeting he attended the previous day in regard to how the Commission should participate. He stated that he has been told that the request from the Commission was received too late but acknowledged that there would still be benefit that the Commission could provide in this process. He advised that these planning meetings are open to the public and stated that Commissioner Raeuchle will attend those meetings and noted that he will as well.

Commissioner La Valleur referenced the Fairview Southdale Group and noted that the first meeting went great. She advised of a person that would like to join the group.

Chair Bouassida stated that there was not enough information to make a decision at that time and stated that it is not up to the Commission to say who joins that group. He explained that there was not enough information at the previous time of request and that is why the Commission chose to have Commissioner La Valleur and Bill McCabe attend the meeting on behalf of the Commission. He stated that updates have been provided and questioned how the Commission would like to move forward, whether they should continue to be involved.

Commissioner La Valleur stated that Bill McCabe provided a great report and was an active part of discussion during the meeting.

Mr. Frey stated that while the person Commissioner La Valleur speaks of is very interested in representing the Commission at the meetings, he advised that the decision was made at the last meeting to have a Commissioner attend along with Mr. McCabe. He also noted that this individual is not a member of the Commission or EPAC currently.

Chair Bouassida stated that the Commission is not in the business of nominating outside people to attend other meetings. He stated that she can either participate on her own or become a part of EPAC of which Commissioner La Valleur's is Chair of to become involved. He stated that there would not be a cap on the number of members for a Working Group.

Mr. Frey confirmed that the individual may join Commissioner La Valleur's Working Group to become involved.

IX. Staff Comments

Mr. Frey stated that there are two new student representatives that will be joining the Commission, noting that Student Commission member training was held the previous day. He noted the students asked very compelling questions at orientation. He reiterated that reports did not come to him on Monday as requested and instead were distributed to the Commission, which is a violation of the Open Meeting Law. He advised that all reports should be sent directly to him and he will send them to the Commission. He advised that included in the packet was a list of the new Commission By-laws with the name Arts and Culture Commission, and also the Commission member attendance record.

X. Adjournment

The meeting was adjourned by the Chair at 6:18 p.m.